

Message Text

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TAGS: BEXP, EFIS, NI
SUBJ: U.S. COMMERCIAL FISHING TRADE MISSION

BEGIN SUMMARY: FISHING TRADE MISSION VISIT TO NIGERIA
HIGHLY SUCCESSFUL. CONTACTS INCLUDED 22 PRIVATE FISHING
FIRMS; NIGERIAN NATIONAL FISHING, SHRIMPING AND SHIPPING
COMPANIES; NIGERIAN AGRICULTURAL BANK AND NIGERIAN
INDUSTRIAL DEVELOPMENT BANK; BOTH FEDERAL AND LAGOS
STATBRDEPARTMENTS OF FISHERIES; MINISTRY OF INDUSTRIES
FISH AND SHRIMP SECTION; AND NIGERIAN INSTITUTE OF
OCEANOGRAPHY AND MARINE RESEARCH. MEMBER FIRMS REPORTED
25 SALES LEADS, ONE IMMEDIATE SALE WORTH DOLLARS 160,000,
AND PROJECTED SALES OVER NEXT YEAR WORTH DOLLARS 1.7
MILLION. ONE FIRM PURSUING PRELIMINARY LEAD ON SALES IN
ADDITION TO ABOVE WORTH DOLLARS 1 MILLION. MOST FIRMS
ACHIEVED PRIMARY OBJECTIVE IN COMING, CONSIDER NIGERIAN
MARKET HAS GOOD POTENTIAL, BUT AGREE THAT REALIZING
SALES REQUIRES INTENSIVE FOLLOW-UP. END SUMMARY.

1. MISSION ARRIVED AFTERNOON JUNE 13, CHECKED IN AT NEW
EKO HOLIDAY INN. ON MORNING JUNE 14, MEMBERS BRIEFED ON
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ECONOMIC AND POLITICAL SITUATION IN NIGERIA BY
AMBASSADOR DONALD B. EASUM AND ECONOMIC/COMMERCIAL,
POLITICAL AND AID OFFICERS. THIS FOLLOWED BY BRIEFING
AT FISH AND SHRIMP SECTION, TEXTILES AND AGRO-ALLIED
DIVISION, MINISTRY OF INDUSTRIES. MISSION HOSTED LUNCH
FOR MR. JOSEPH IYALLA, FORMER PERMSEC OF EXTERNAL
AFFAIRS AND NOW MANAGING DIRECTOR OF REPUBLIC FISHERIES

OF NIGERIA, AT ROOFTOP QUO VADIS RESTAURANT WITH PANORAMIC VIEW OF LAGOS AND HARBOR. AFTERNOON SET ASIDE FOR INDIVIDUAL APPOINTMENTS. ON MORNING JUNE 15, MISSION BRIEFED BY OFFICIALS OF FEDERAL DEPARTMENT OF FISHERIES AND NIGERIAN INSTITUTE OF OCEANOGRAPHY AND MARINE RESEARCH. LATTER SETTING UP DEMONSTRATION FISH PROCESSING PLANT WHICH STILL NEEDS SOME EQUIPMENT THOUGH MOST ITEMS ALREADY PURCHASED FROM DANISH AND GERMAN FIRMS. MR. B.F. DADA, DIRECTOR OF FISHERIES, OUTLINED FOR MEMBERS HIS ORGANIZATION'S PLANS FOR SUBSIDIZING 31780.3,5 PURCHASES TO UPGRADE NIGERIA'S ARTISANAL FISHING ACTIVITIES, AS WELL AS ITS POLICIES DESIGNED TO EXPAND COMMERCIAL FISHING INDUSTRY AS OPPOSED TO MERE DISTRIBUTION OF FISH CAUGHT BY CHARTERED FOREIGN FLEETS. AFTERNOON DEVOTED TO INDIVIDUAL BUSINESS CALLS. IN EVENING, AMBASSADOR HOSTED RECEPTION FOR MISSION. GUESTS INCLUDED REPRESENTATIVES OF PRIVATE FISHING INDUSTRY, GOVERNMENT OFFICIALS, BANKERS, SHIPPING COMPANIES, AND MARINE DIESEL EQUIPMENT DEALERS. MORNING JUNE 16, DEVOTED TO INDIVIDUAL APPOINTMENTS AND FOLLOW-UP CALLS. PART OF GROUP DEPARTED EVENING JUNE 16, REST JUNE 17 AND 18.

2. ON BEHALF OF MISSION, EMBASSY CONTACTED 22 FISHING OR FISH MARKETING FIRMS, PLUS NIGERIAN NATIONAL FISH COMPANY AND NIGERIAN NATIONAL SHRIMP COMPANY; THREE UNCLASSIFIED

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DIESEL AND MARINE EQUIPMENT DEALERS; NIGERIAN NATIONAL SHIPPING LINE; NIGERIAN INDUSTRIAL DEVELOPMENT BANK AND NIGERIAN AGRICULTURAL BANK, BOTH OF WHOM FINANCE FISHING AND OTHER AGRI-BUSINESS VENTURE; AND LAGOS STATE DEPARTMENT OF FISHERIES IN ADDITION TO GOVERNMENT ORGANIZATIONS MENTIONED PREVIOUSLY. MISSION MEMBERS GAINED WIDE IF BRIEF EXPOSURE TO COMMERCIAL OPPORTUNITIES IN NIGERIA.

3. SEVEN FIRMS REPRESENTED REPORTED FOLLOWING COMBINED RESULTS; 25 SALES LEADS; ONE ACTUAL SALE VALUED AT DOLLARS 160,000; AND EXPECTED SALES OVER NEXT 12 MONTHS VALUED AT DOLLARS 1.7 MILLION. ALL BUT ONE REPORTED ACHIEVING FIRST OBJECTIVE. MOST CONCLUDED NIGERIAN MARKET POTENTIAL VERY GOOD, AND AGREED THAT BUSINESSMEN MUST MAKE REPEATED FOLLOW-UP VISITS TO NIGERIA TO MAINTAIN CONTACTS AND COMPETE WITH EUROPEAN INTERESTS. BENDER SHIP BUILDING, WHICH SURE OF SALE OF ONE TRAWLER (INCLUDED IN ABOVE SALES PROJECTION) ALSO OBTAINED LEAD ON ORDER FOR TWO BARGES AND ONE TUG WORTH APPROXIMATELY DOLLARS 1 MILLION (NOT INCLUDED IN PROJECTION). THOMPSON TRAWLER ALSO REPORTED POSSIBILITY OF SIGNING

LICENSING AGREEMENT WITHIN NEXT YEAR. RESULTS APPEAR TO HAVE BEEN WELL WORTH THE EFFORT.

4. MISSION ALSO PRODUCED INDIRECT BENEFIT WHICH COULD AVOID LOSS OF FUTURE SALES FOR U.S. TRAWLER BUILDERS. TWO LOCAL FISHING COMPANY MANAGERS COMPLAINED THAT REFRIGERATION EQUIPMENT MANUFACTURED BY MARINE DEVELOPMENT CORPORATION (FIRM WHICH DROPPED OUT OF MISSION AT LAST MOMENT DUE TO ILLNESS OF REPRESENTATIVE EDWARD RODAK) AND INSTALLED ON TRAWLERS THEY PURCHASED FROM U.S. BOATYARD (BELIEVE YARD WAS QUALITY MARINE) WERE DEFECTIVE DUE INADEQUATE COMPRESSORS. AS RESULT, COMPANIES FORCED TO USE ORDINARY ICE TO PRESERVE CATCH AND LOSING TIME AND MONEY. MISSION MEMBERS AGREED TO ADVISE MDC AND SUGGEST UNCLASSIFIED

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THAT REPRESENTATIVE COME TO NIGERIA TO SOLVE PROBLEMS. BENDER, THOMPSON AND MARCO ASSURED POTENTIAL CLIENTS THEY WOULD MAKE SURE REFRIGERATION EQUIPMENT INSTALLED ON THEIR TRAWLERS WOULD HAVE IMPROVED COMPRESSORS.

5. SEVERAL MEMBER FIRMS OBTAINED CONFIRMATION WHICH MUST HAVE BEEN RE-ASSURING THAT THEIR EQUIPMENT IS INSTALLED ON MANY FISHING OR SHRIMPING VESSELS PURCHASED IN NIGERIA WHETHER VESSELS BUILT IN U.S. OR FOREIGN YARDS. THIS WAS TRUE FOR CATERPILLAR, SORT-RITE, AND SPERRY. SORT-RITE IN PARTICULAR HAS A VIRTUAL WORLD-WIDE MONOPOLY ON SHRIMP GADERS.

6. EMBASSY WISHES TO COMMEND DIRECTOR AND MEMBERS THIS MISSION FOR BEING EXCEPTIONALLY COOPERATIVE AND EASY TO WORK WITH, AND FOR RETAINING SENSE OF HUMOR IN FACE OF DEFFICULTIES OF LIVING IN LAGOS. SEVERAL MEMBERS HAD TO LEAVE MINUS SUITS, PANTS AND SHIRTS SENT OUT TO EKO HOTEL LAUNDRY WHICH NOT RETURNED IN SPITE OF ASSURANCES OF ONE DAY SERVICE. EMBASSY HAS RECEIVED MOST OF THESE ITEMS AND WILL RETURN THROUGH MISSION DIRECTOR. WYMAN

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